



# Licensing, Publishing and New Business Models

Frances Pinter

[frances@pinter.org.uk](mailto:frances@pinter.org.uk)



# Recent History

## WAR!

- Between commercial world and 'free content' advocates

# Future

## PEACE!

- Realism - no such thing as a free lunch
- Someone pays - question is who and when?
- Technology creates new opportunities for new models
- Flexible licensing a part of the new picture



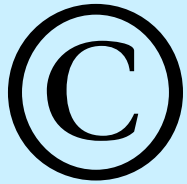
# What do Flexible Licensing Models Offer?

- Provide permission in advance for content to be used more broadly than usually permitted under default copyright law
- Allows rights-holders to control copyright
- Enables the emergence of new business model

# What is Creative Commons?

- A suite of licenses that provide the creator or rights holder flexibility for both commercial and non-commercial uses on a “some rights reserved” principle
- Generic license - valid globally
- Affiliates in over 40 Countries and growing

Absolute Control



All rights reserved



Some  
rights  
reserved

Anarchy



No rights reserved

# CC Licenses



## **Attribution (BY)**

This element has been compulsory in each of the core licences since version 2.0. Whenever a work is copied, redistributed or remixed under a Creative Commons licence, credit must be given to the original author.



## **Non-Commercial (NC)**

Lets others copy, distribute, display, and perform the work — and derivative works based upon it — for non-commercial purposes only.



## **No Derivative Works (ND)**

Lets others distribute, display, and perform only verbatim copies of a work, not derivative works based upon it.



## **Share Alike (SA)**

Allows others to distribute, display and perform derivative works only under the same licence conditions that govern the original work.



# ACAP – Automated Content Access Protocol

- ACAP is an open standard that will develop as technology and business models evolve
- ACAP is free for everyone to use
- ACAP is set to become a universal standard
- ACAP is being implemented today



# ACAP - A Joint Initiative

- World Association of Newspapers
- International Publishers Association
- European Publishers Council
- Leading Publishers
- Search Engines & other tech partners

# Media 24 - What We Expected

Simply the ability to express  
permissions and prohibitions  
in a machine readable way

# Media 24 - What We Did

3 Newspaper test sites were set up  
for testing and crawled for a 4 week  
period



# Media 24 - Results

We are convinced that the ability to express permissions & prohibitions in a machine readable way was proven

# Working Together

- CC+
- ACAP
- Joint working group

# Author Contract (license) with Publisher

Today

Author

Exclusive  
license

Publisher

Tomorrow

Author

Non-exclusive  
license

Publisher



# Publisher License to Readers

Today

Publisher

Exclusive  
license

Reader

Tomorrow

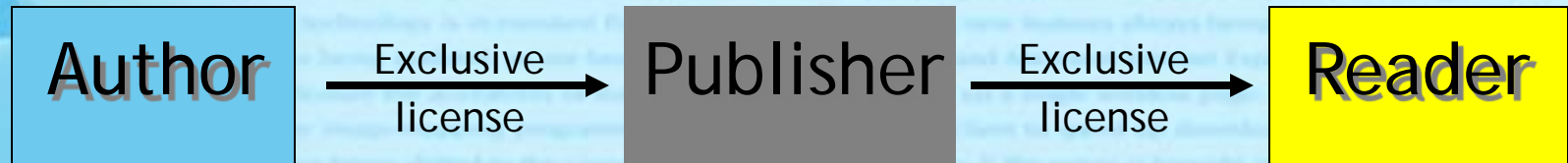
Publisher

Non-exclusive  
license

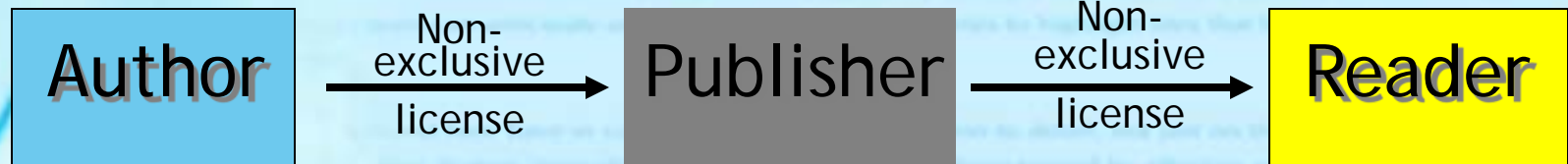
Reader

# Author to Reader

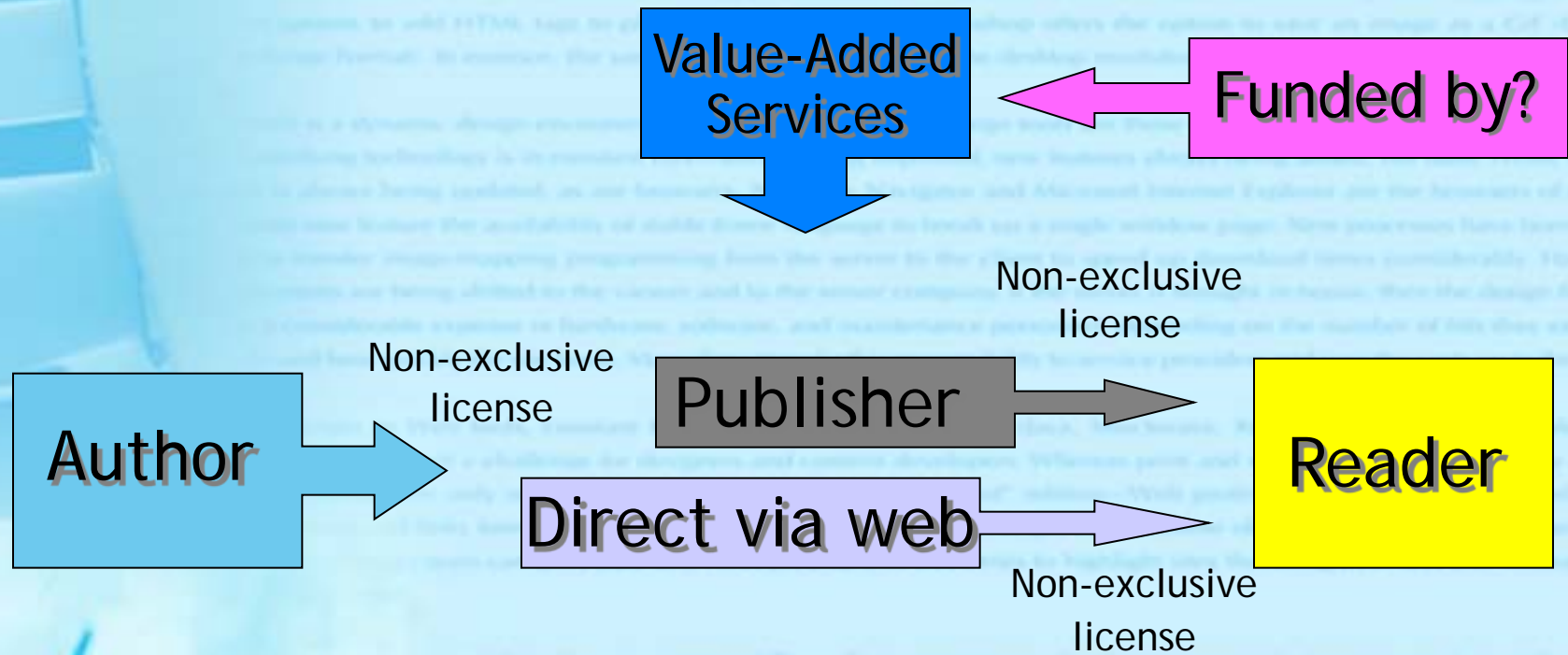
Today



Tomorrow

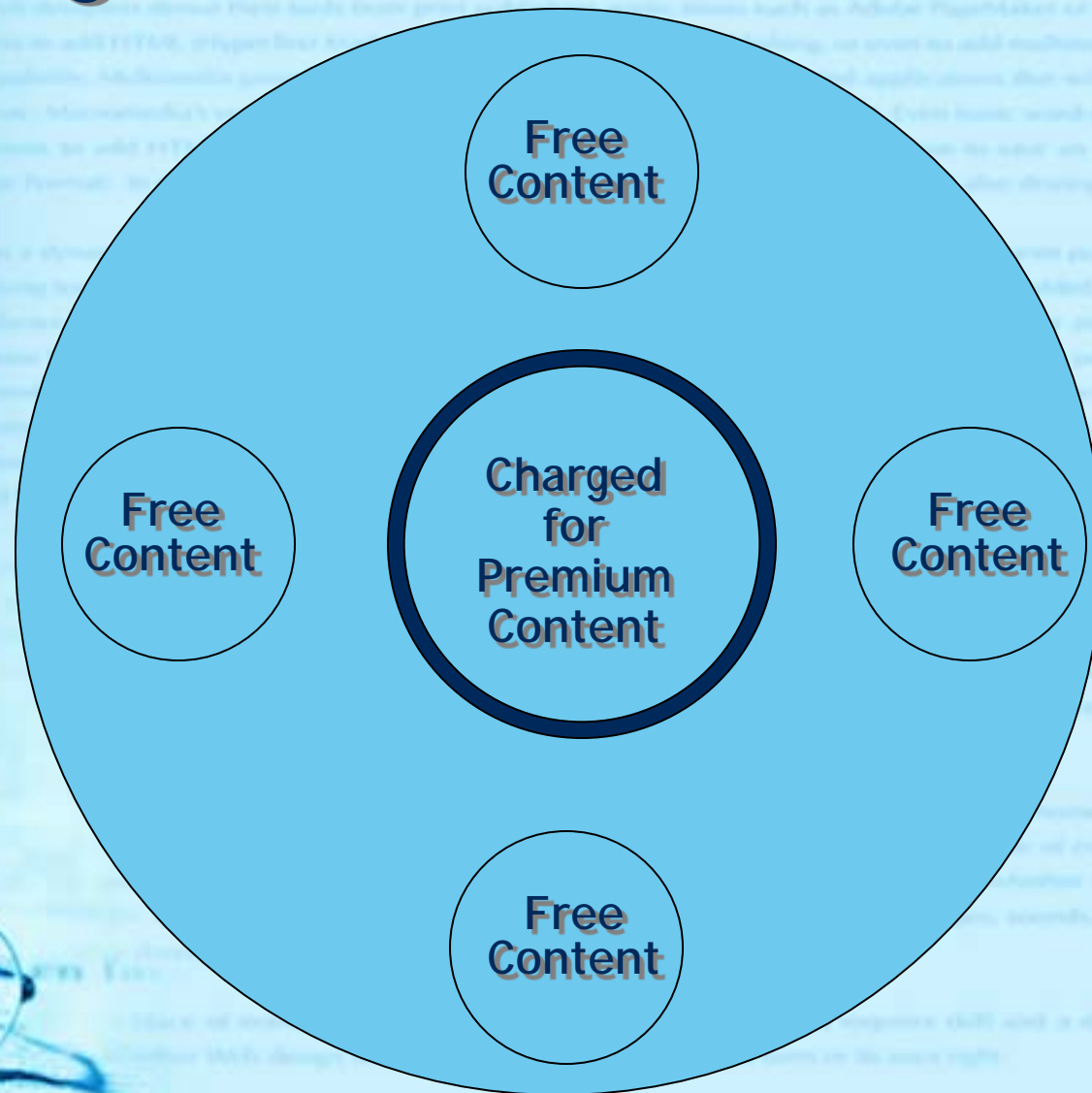


# Tomorrow . . .

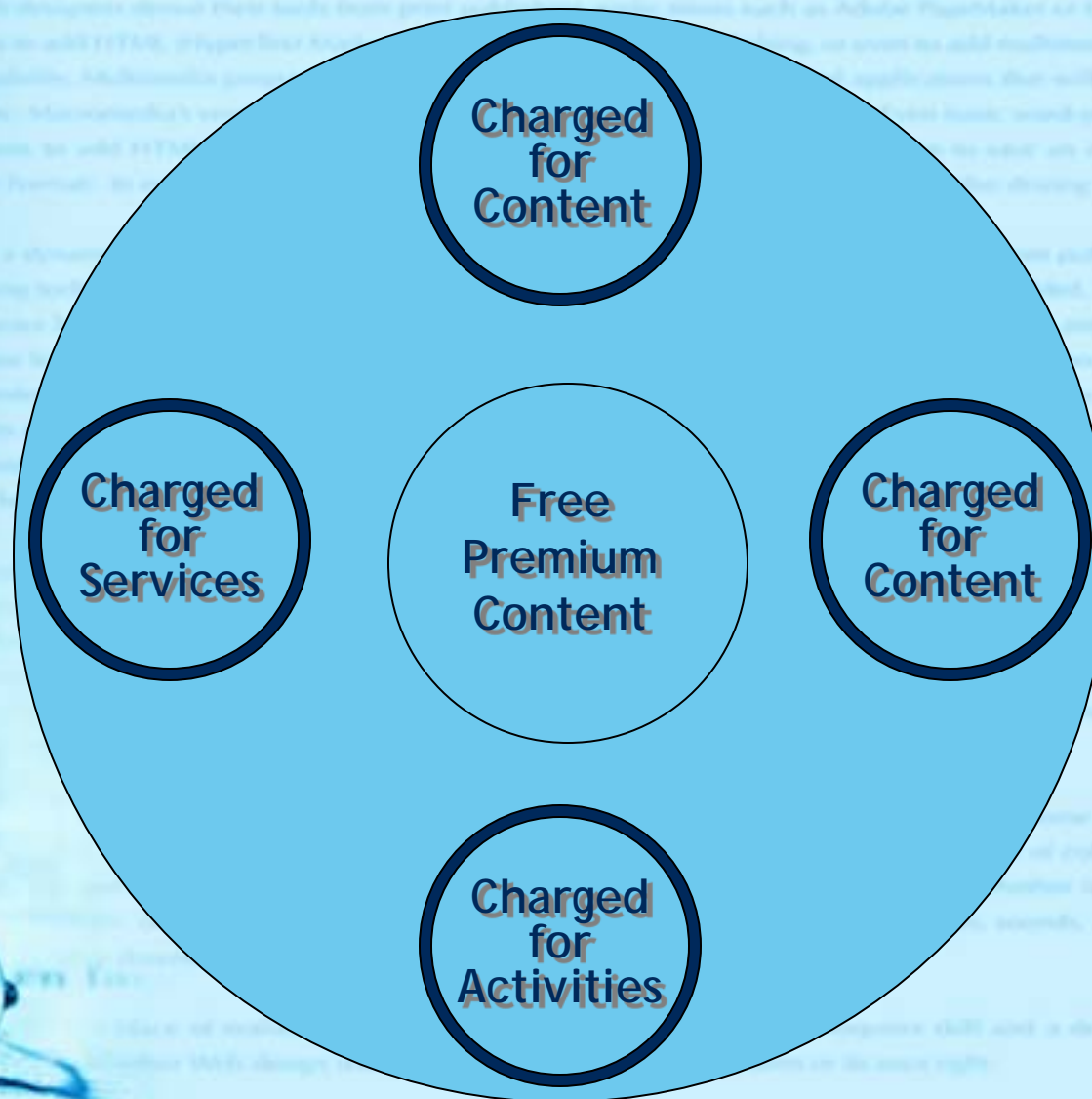




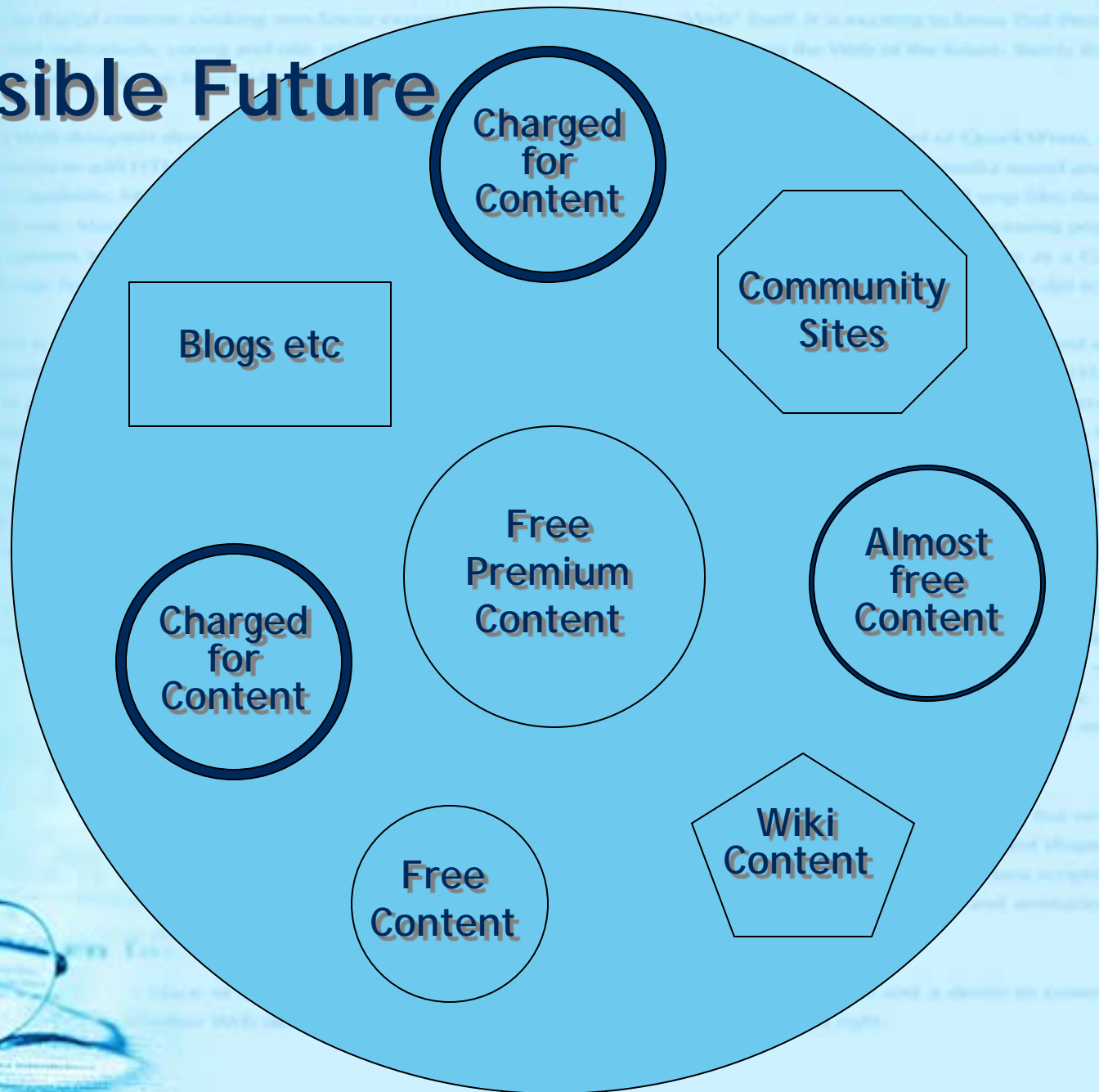
# Existing model



# One New model



# Possible Future





# New Marketing Opportunities on the Web

- Provide more exposure in hard-to-reach parts of the world
- Provide additional revenue streams to publishers and authors
- Build relationships on which non-FL titles may be sold
- Provide a way of tracking usage
- Searchable
- Can reduce transaction costs for translations and chunk sales
- Extend the life of the backlist (the “long tail”)
- New business development opportunities



# Benefits for Transition/Developing/Small Countries

- Local materials can be showcased on the Web
- More materials available for non-commercial use
- New materials can be accessed and assessed for both commercial and non-commercial purposes
- Local materials can be mixed and matched with other content
- Can enhance global communication



# PALM - Africa

## Publishing and Alternative License Models

### An Action Research Project

### Funded by

### IDRC

International Development Research Center, Canada





# PALM - Africa

■ SA Project Leader - Eve Gray

■ With Steve Kromberg

■ Academic research - Adam Haupt

■ Legal input - Andrew Rens

# Can flexible licensing practices improve access to learning materials in a sustainable manner?

- Engage with South African publishers willing to explore new models
- Provide a two day training opportunity
- Develop pilot projects
- Provide technical support for projects
- Access to experts and the experiences of others



# What PALM Africa would like to see

A small number of publishers  
(both commercial and non-commercial)  
work with PALM to pioneer the way forward